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FOR IMMEDIATE RELEASE

Contact: Lisa Simon
(805) 756-5380

Cal Poly Business Students Take First Place in Collegiate Sales Competition

SAN LUIS OBISPO - Orfalea College of Business students won first place for Cal Poly at the Second Annual California Collegiate Sales Competition at CSU Sacramento on April 7.



James Manley of San Jose and Lauren Ralyea of Alamo competed with 17 other students from seven universities to sell ADP Payroll Services and Federated Insurance to business sponsors in videotaped role-playing scenarios. Ralyea took overall third runner-up at the competition, winning \$800. Manley took first place, winning \$500 for selling insurance.

In January, Manley and Ralyea, as well as several other Cal Poly business students, learned selling skills from marketing faculty Brian Tietje and Lisa Simon. The sales training culminated in Cal Poly's Sales Competition in February, when nine competitors tested their skills selling payroll services to sales training and competition sponsor Pam Bettencourt from Moore-Wallace.

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California Polytechnic State University
San Luis Obispo, CA 93407
805.756.7266
polynews@calpoly.edu